



effieAWARDS

ASIA PACIFIC



entry kit 2023

Awarding Ideas That Work.®

welcome



Welcome to the APAC Effie Awards 2023.

In my association with the APAC Effies over the past 3 years, I have been very impressed with the strong emphasis on marketing effectiveness and the impact that this forum has on our industry. Hence, I am indeed honoured to be asked to chair the Awards Competition for 2023, especially as it celebrates ten years of awarding marketing effectiveness in Asia Pacific.

Our industry never ceases to amaze me with its tenacity in building stellar campaigns, even in these difficult times. The combination of clearly articulated objectives, a powerful insight that leads to the big idea and a well-executed campaign leading to tangible results is what we as marketers look for in building our brands. And year after year, we've seen some really great and innovative work come out from our region that inspires us to do better.

All Effie winners and finalists accumulate points and are ranked on the Effie Index, which names the most effective Marketers, Brands, Agencies, Independent Agencies and Network Holding Companies worldwide.

Do review the Entry Kit carefully as it contains vital information about the competition. You are highly encouraged to utilise all additional resources available, such as the Guide to Effective Entries, to understand what the jury is looking for and to ensure that your submission meets all requirements. In this regard, we will be launching our Entry Submission Workshops very soon, so keep an eye out for the announcement on our social media channels and do follow us for the latest updates.

Should you have any questions, please do not hesitate to reach out to the APAC Effie Support Team at support.apaceffie@ifektiv.com.

We look forward to another incredible year, awarding path-breaking work that builds brands and positively impacts the communities that we serve.

Wishing you all the best for this year's competition!

Kainaz Gazder
Chairperson
APAC Effie Awards 2023

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1 key information

1.1 competition calendar

January 2023 - March 2023

Competition Open for Entries

*Cut-off time for all deadlines
is **SINGAPORE Time 2100 hrs.**

1 st Deadline:	30 January 2023
Material Submission by:	10 February 2023
2 nd Deadline:	13 February 2023
Material Submission by:	24 February 2023
3 rd Deadline:	27 February 2023
Material Submission by:	10 March 2023
4 th Deadline:	13 March 2023
Material Submission by:	24 March 2023
Last Chance Deadline: (NEW)	20 March 2023
Material Submission by:	31 March 2023

April 2023

Judging Round One

May 2023

Judging Round Two

Finalist Notifications

August / September 2023

APAC Effie Awards Gala

Qualifying Period: 1 October 2021 to 31 December 2022

Qualifying Markets in Asia Pacific Region:

Afghanistan • Australia • Azerbaijan • Bangladesh • Bhutan • Brunei Darussalam
Cambodia • China • Cook Islands • Fiji • French Polynesia • Hong Kong • India • Indonesia
Japan • Kiribati • Korea • Laos • Malaysia • Maldives • Marshall Islands • Micronesia
Mongolia • Myanmar • Nauru • Nepal • New Caledonia • New Zealand • Niue • Pakistan • Palau
Philippines • Samoa • Singapore • Solomon Islands • Sri Lanka • Taiwan • Thailand • Timor-Leste
Tonga • Tuvalu • Vanuatu • Vietnam

1.2 what's new in 2023

Please review the 2023 Entry Kit in its entirety before submitting your work. Key changes highlighted as below:

POINTS SYSTEM FOR SPECIAL AWARDS

We have revised our point system to align with the latest changes in the points for the Effie Index. For more information, see Section 3.3.

CREDITS POLICY

You may refer to Section 2.2 for more details on our revised credits policy.

COMPETITION ELIGIBILITY & RULES

We have outlined the revised Terms & Rules in Section 1.3.

1.3 eligibility & rules

Any and all marketing communications efforts, whether full campaigns or specific activities within a campaign are eligible to enter. You must detail the “why” behind the strategy and provide proof that your work achieved the results you were hired to produce.

ELIGIBILITY

- 1 Only cases that ran within the qualifying period – **1 October 2021 to 31 December 2022** in the Asia Pacific region is eligible to enter into the competition.

Elements of your work may have been introduced earlier and may have continued after, however the information you submit for your entry must have taken place during the qualifying period. **The results that illustrate the effectiveness of your case can fall outside of the qualifying period, but they must be tied directly to the marketing effort you have entered.**

Sustained Success category efforts have separate qualifying periods to that listed above. It must include at least 3 years of work and results that date back to **1 January 2020 or earlier**. Refer to the category definition in Section 4 & Entry Form Template for further information.

- 2 The Markets in the Asia Pacific region for this competition is defined as: Afghanistan, Australia, Azerbaijan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kiribati, Korea, Laos, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Niue, Pakistan, Palau, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Taiwan, Thailand, Timor-Leste, Tonga, Tuvalu, Vanuatu, and Vietnam.
- 3 You may enter your case into either Single Market categories or Multi-Market categories, or both:
 - a For cases entered into Single Market Categories, we recommend that entrants select the market with the strongest results to submit.
Note: Should entrants feel that the case is executed or activated differently in another market and wish to enter the same case as a separate entry, please contact the Organiser for a ruling.
 - b For cases entered into Multi-Market categories, entrants must present at least two markets of data and a maximum of three markets. **It is mandatory for the data to be presented by markets, with results also broken down by markets.** We do not accept aggregated results.

1.3 eligibility & rules (cont'd)

4 Entering Multiple Categories

You may enter a case into a maximum of 4 categories with no more than one Industry category.

Examples:

- 1 Industry category + 3 Specialty categories, or
- 4 Specialty categories

You will need to submit a separate entry each having its own set of Entry Form, Authorisation Form, Creative Materials, and pay separate entry fees for each submission.

Entries are judged based on effectiveness within the entered category. Each entry should be customised to speak to the specifics of each entered category. Judges are evaluating your work against the category definition and they frequently express difficulty in evaluating the submission when the entry wasn't tailored for the entered category.

5 Re-entering Past Works

You may re-enter cases from the previous competition (2022) as long as it still falls within the 2023 qualifying period.

Entries that did not advance in the previous competition may re-enter without further restrictions.

Finalists & winners must have additional results to share. Additional conditions apply:

- **Past APAC Effie Silver and Bronze winners** can re-enter into any category.
- **APAC Effie Gold winners in 2022** may only re-enter the same work into a category in which it did not win a Gold.
- **David vs Goliath** - 2022 winning brands (Gold/Silver/Bronze) are not eligible to re-enter this category in the 2023 competition.
- **Sustained Success Category** - Past Gold Winners may only re-enter the same work in this category after 3 years. Gold winners from 2019 or earlier may enter.

6 Effie Awards does not accept test efforts into the competition.

7 A single effort cannot be submitted by different organisations in the same category. Teams must collaborate on a single entry. However, different organisations may take the lead on entering the work in different categories.

8 The Organiser reserves the right to re-categorise entries, split/redefine categories, and/or refuse entry at any time.

1.3 eligibility & rules (cont'd)

TERMS & CONDITIONS

- 1** Authorisation Form – each entry must be authorised by a representative each from **both client and agency** with 2 signatories. This is to certify that the data submitted is accurate and a true portrayal of the campaign, case's objectives and results.
- 2** The Single Market Categories, Multi-Market Categories and Sustained Success Categories make use of different Entry Forms. **Please ensure the correct Entry Form is used for the specific category you are entering into.**
- 3** Entry Forms have to be kept within the word count for each section in the Entry Portal. Charts and graphs can be presented in colour and uploaded throughout the Online Entry Form.
- 4** The Effie Awards is an agency-blind competition. **Please do not cite any agency names or logos in the Entry Form and creative materials. This includes all agency names and not limited to the entering agency. The source of data should be referenced as "Agency Research", "PR Agency Research", "Media Agency Research", etc.**
- 5** Sourcing – **all data, claims, facts, etc. included anywhere in the Entry Form must include a specific, verifiable source. Entries that do not state the source of the data will be disqualified.**

In the Entry Portal, the Online Entry Form has a Sourcing Box provided at the bottom of each scoring section for all references and footnotes. When submitting your responses to question 1 – 4, you must provide a source for all data and facts. Number your sources at the end of a sentence that requires a source, and in the Sourcing Box, numerically list your citations. **Do not include additional information or explanation in the sourcing section.**

Because of Effie's specific qualifying period, entrants are required to include the dates covered for all results data presented.

Note: Judges are instructed to disregard data that is not properly referenced. Judges are also not permitted to visit external websites hence, if citing a website, please list the website name, article name (if applicable), and any other relevant citation information, and **remove all links.**

Additional Guidance

Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other). Entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc). Research companies should be cited by name, and judges encourage third-party data when available.

Suggested Sourcing Layout

– Source of Data/Research, Research/Data Type, Dates Covered.

1.3 eligibility & rules (cont'd)

6 Creative Materials

Creative materials submitted must directly relate to the strategic objectives and results of the case outlined in the written case, must have run in the marketplace, must NOT include results and competitor's logos/creative work and MUST adhere to all other requirements specified in Section 2.3.

7 Submissions will not be considered completed until all required forms and creative materials have been uploaded and submitted on the Entry Portal, with the full payment made. Only completed, paid submissions will be processed. Incomplete submissions will be disqualified with no refunds made.

8 No refunds will be made for withdrawals once cases have been submitted. If you need to withdraw your entry at any time, please email support.apaceffie@ifektiv.com with a written request.

9 The Organiser reserves the right to check all sources and data provided for accuracy.

10 The Organiser reserves the right to disqualify any entries which do not meet the entry requirements. No refunds will be made for any disqualifications.

12 You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with the Organiser of the APAC Effie Awards in responding to and defending against such complaint or claim, and you will hold the Organiser of APAC Effie Award and Effie Worldwide harmless from and against any such complaint or claim. It is upon the entrant's duty to inform the Organiser immediately if the submitted work is contested in the courts.

13 Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise the Organiser of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold the Organiser of APAC Effies Awards and Effie Worldwide harmless from and against any claims by any person arising from any such subsequent or other use.

14 You certify that the information submitted for this case is a true and accurate portrayal of the campaign, case's objectives and results and that the case ran between 1st October 2021 – 31 December 2022 in the market(s) where it was entered. Entry constitutes permission to be included in a data set for APAC Effie and Effie Worldwide research purposes that do not breach confidentiality.

15 The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit in the online credits section may be published and/or appear on recognition certificates. For more information about Credits, please see Section 2.2.

16 Finalists and Winners in the 2023 APAC Effie Awards Competition will be featured in various ways as part of Effie's educational programs, including the Effie Database. For more information on Publishing Permissions, see Section 2.2.

1.4 eligibility & rules (cont'd)

- 17** By entering in the APAC Effie Awards, you are deemed to have accepted that you may be contacted with regards to the Effie Awards Competition and its associated activities. All email addresses provided as part of the Entry Submission will be added to the APAC Effie mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email.
- 18** All decisions made by the Organiser in all matters relating to the competition shall be final and binding.
- 19** By entering your entry in the APAC Effie Awards, and as a condition for entry, you agree to the all the competition terms and conditions as indicated above.

1.4 entry deadlines & fees

The entry fee is determined by the date on when you complete the entry application successfully. (For instance, to qualify for the 1st Deadline Entry Fee, you must have completed your Entry Application on the Entry Portal and proceeded through to the payment stage where an invoice will be generated, by 30 January 2023.)

Entrants will only be able to upload any files for submission after payment has been received by the Organiser.

All forms and creative materials have to be uploaded / submitted in the Entry Portal by the corresponding Material Submission Deadlines to enjoy the applicable fees. See the table below for corresponding dates.

2023 Effie APAC Competition

Deadlines	Entry Application Deadlines	Materials Submission Deadlines	Entry Fees (SGD)
1st	30 January 2023	10 February 2023	\$990
2nd	13 February 2023	24 February 2023	\$1,390
3rd	27 February 2023	10 March 2023	\$1,790
4th	13 March 2023	24 March 2023	\$2,190
Last Chance (NEW)	20 March 2023	31 March 2023	\$2,590

Note:

- If the Entry Materials are not received by the corresponding Material Submission deadlines, the entry will be considered withdrawn. No refund will be made for entries withdrawn.
- Effie Asia Pacific reserves the right to withdraw from the competition any entry that has not paid the relevant fees.

1.5 categories overview

MULTI-MARKET	
Multi-Market Products	
Multi-Market Services	
SINGLE MARKET	
Industry Categories	Specialty Categories
Automotive	Asia Pacific Brands
Beauty & Wellness	Brand Revitalisation
Beverages – Alcohol	Branded Content
Beverages – Non-Alcohol	Branded Utility
Consumer Electronics and Durables	Business-to-Business
Delivery Services	Carpe Diem – Products
Finance	Carpe Diem – Services
Food	Corporate Reputation
Government / Institutional	Crisis Response / Critical Pivot – Products
Healthcare	Crisis Response / Critical Pivot – Services
Household/Home Products & Services	Data-Driven
Insurance	David vs Goliath
IT / Telco	Engaged Community
Media, Entertainment & Leisure	Events
Restaurants	Experiential Marketing – Products
Retail	Experiential Marketing – Services
Travel / Tourism	Influencer
Other Products & Services	Marketing Disruptors
New Product or Service – Introduction	Media Ideas
New Product or Service – Line Extension	Media Innovation
	Media Content Partnership
	Seasonal Marketing
	Shopper & e-Commerce Marketing
	Short Video Marketing
	Small Budget – Products
	Small Budget – Services
	Social Media Marketing
	Sustained Success – Products
	Sustained Success – Services
	Youth Marketing
	Positive Change
	Positive Change: Environmental – Brands
	Positive Change: Environmental – Non-Profit
	Positive Change: Social Good – Brands - Products
	Positive Change: Social Good – Brands - Services
	Positive Change: Social Good – Non-Profit

2 entry submission

2.1 procedure

Entries are submitted online in the Entry Portal at <https://www.effie.asia/User/Login.aspx>
Download the Entry Form Templates at www.apaceffie.com.

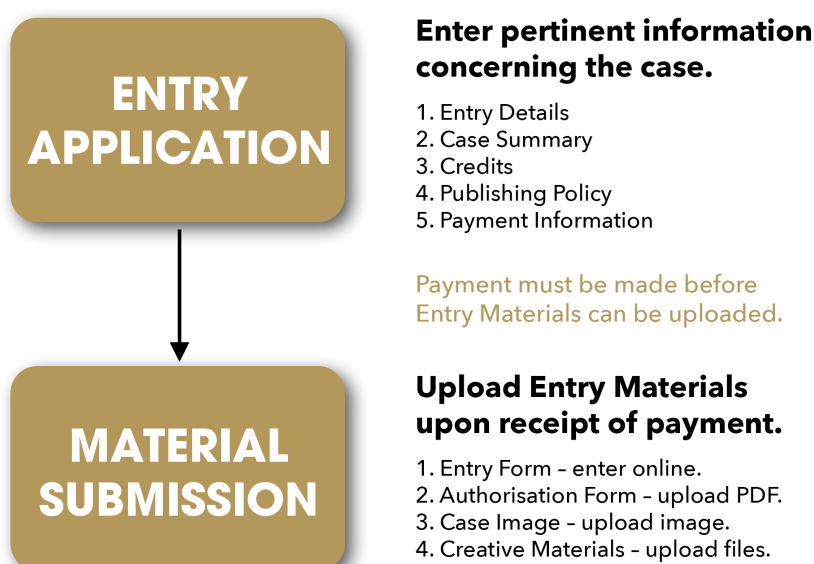
- 1** The Entry Form Templates mirror our Online Entry Form, providing you with all the questions as they appear in the Entry Portal. Entrants can use the templates to draft their responses to the Online Entry Form & collaborate with team members, partner agencies, and clients. In the Entry Portal, entrants will copy their answers to each question of the Entry Form template into the corresponding question on the Online Entry Form.
- 2** There are dedicated Entry Forms for submissions into the Sustained Success and Multi Market Categories. All other category submissions use the standard Entry Form.

Case Study Samples

We have assembled a sample of past winning cases so you can learn from them. You can visit our website at www.apaceffie.com for the sample cases or access the shortcut link [here](#).

Additional case studies can be reviewed through the subscription-based, Effie Worldwide [Case Database](#). If you have any questions, please contact subscriptions@effie.org.

Entry Submission



2.1 procedure (cont'd)

Stage 1- Entry Application

Entrants are required to enter all entry details on the Entry Portal **by the Entry Application Deadlines**. You may save any incomplete entries at any stage and return to continue before the deadline.

For the entry to be considered submitted successfully, you must proceed through all parts up to the stage where an invoice and unique ID for each Entry is generated. A confirmation email accompanying the Payment Invoice will be sent to you. Entries which are still pending or saved as draft by the entry deadlines will be considered incomplete. You may submit multiple entries at the same time to generate a single invoice to save on admin fees if you are paying via bank transfer.

Stage 2- Entry Materials Submission

Entrants are advised to make payment immediately as the uploading of supporting materials will only be enabled after payment is received.

Complete the **Online Entry Form** and upload all required materials by the Materials Submission Deadlines.

Note:

Please review your Entry Application and Materials Submissions carefully. You may edit or delete your entry at any time before you click submit on the Entry Portal. Any requests for changes after an entry has been submitted will be administered by the organiser at their sole discretion, and an **admin fee of SGD300 applies**. Changes may not be made to entries once judging has commenced.

Payment

We accept the following modes of payment.

Credit Card via PayPal

An admin fee of 4.7% applies. This amount will be reflected in the invoice.

Cheque (only for local payments in SGD)

All cheques must be crossed and made payable to: **Ifektiv Pte Ltd**.

Indicate the invoice number at the back of the cheque and mail it to:

**APAC Effie Awards
c/o Ifektiv Pte Ltd
160 Robinson Road, #25-12
SBF Center
Singapore 068914**

Bank Transfer

An admin fee of SGD20 per transaction applies. Payment is to be made in SGD and all bank charges will be covered by the entrant.

Please email a copy of the Bank Transfer Advice to **support.apaceffie@ifektiv.com**, indicating the Invoice Number.

Name of Account: Ifektiv Pte Ltd
Bank: OCBC Bank (Oversea-Chinese Banking Corporation Limited)
Bank Address: 65 Chulia Street, OCBC Centre, Singapore 049513
Bank Code: 7339
A/C No.: 687-703702-001
Swift Code: OCBCSGSG

2.2 entry application

The Entry Portal offers an easy way to see all elements required for your entry and helps in the gathering of necessary details from your team early in the process. **We suggest all entrants register their draft entries on the Entry Portal at the start of the entry period.**

I. Entry Details

This portion requires you to enter the basic case information, category you are entering into, case dates, as well as details of a Client Representative to certify the entry.

Case Data: Check all markets where your case ran.

Public Case Summary (90-word limit): The public case summary might be published if you are a winner or finalist so it is important that this is thoroughly reviewed for spelling, grammar, and accuracy. The public case summary should summarise the case and its goals. Indicate objectives and how the evidence of results relates to those objectives. No confidential information should be included in this summary.

II. Credits and Effie Index Details

The Effie Index (effieindex.com), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company. Below is some guidance on how the credits lead into the rankings.

If your case become a 2023 finalist or winner, the submitted credits will be used to tally the Effie Index.

Since separate point values are given to lead and contributing agencies, it is critical that all companies are properly credited at time of entry.

We recognise the effective teamwork needed to create an effective work, hence we encourage you to think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; research companies; etc.

Effie's policy is that those recognised on the work at time of entry deserve recognition at time of win.

Company Credits

Client and Lead Agency Credits are considered final at the time of entry and cannot be added or changed after the entry is submitted. You must credit the client and at least one lead agency. You may credit up to 2 clients and 2 lead agencies and they will be regarded as co-clients and co-lead agencies on the work. The maximum number of contributing agencies is 4.

- **Co-Lead Agency** - You may credit a second Lead Agency and they will be given equal recognition and points. To be considered, you must certify that the work done by each agency was of equal weighting and deserves equal recognition. Co-lead Agency must be designated at the time of entry. You may not add or remove second Lead Agency after the entry period.
- **In-House Work:** If you are a brand submitting in-house work, please list your company as both the Lead Agency and Client.
- **Client:** Where relevant, the Client Name should be the overarching client company, which may be different from the Brand Name

2.2 entry application (cont'd)

Note: Differences as small as punctuation and capitalisation could impact how your company is ranked in the Index. Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalisation, spacing, punctuations, abbreviations, etc. This will ensure all finalist/winning cases from your company can be easily tabulated.

Individual Credits

Individual Credits: Space has been provided to credit up to ten individuals who contributed to the case. Please credit all main clients and agency team members and make sure spelling is correct. **You may only credit one individual per line.** All individuals listed will be credited in the Effie Awards journal (if published) and in the online Winners Showcase.

Credit Change Request

Both company and individual credits should be thoroughly reviewed at time of entry. **Any additions or credit change requests after time of entry will only be permitted on a case by case basis and are not guaranteed.** An admin fee of SGD300 applies for each approved credit change request.

The Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is submitted and accepted by the Organiser.

Additional Contributing Company credits and individual credits can be added after the entry is finalised and accepted by the Organiser subject to the maximum number permitted for each group of credits (Company or Individuals).

Changes to the spelling/formatting of existing company and individual credits are allowed.

All requests must be submitted by 15 June 2023, and they will be reviewed and accepted at the discretion of the Organiser.

III. Publishing Policy

a. Creative Materials, Case Image & Public Case Summary

The Creative Materials, Case Image & Public Case Summary you submit into the competition becomes the property of the Asia Pacific Effie Awards and Effie Worldwide and will not be returned. By entering your work in the competition, the organisers are automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness for education and publicity purposes.

Creative Materials submitted includes your Creative Showcase, Creative Video, all images and hard copy examples. The Case Image is the image that best represents your case and the Public Case Summary refers to the 90-word summary of your case.

For all winning and finalist cases, the creative materials, public case summaries may be featured in the Awards Gala, Awards Journal, Effie Social Media Platforms, Websites (APAC Effie, Effie Worldwide & Partners), press releases, newsletters, programs/conferences and other events.

As these materials may be used for education and publicity purposes, no confidential information should be included in these elements.

2.2 entry application (cont'd)

b. Entry Form

Effie Worldwide is a 501(c)(3) non-profit organisation on a mission to lead, inspire and champion the practice and practitioners of marketing effectiveness. To help fulfil this mission and provide learning to marketers everywhere, Effies relies on entrants' willingness to share their finalist and winning case studies.

By providing the permission to publish your written case, you are:

- **Showcasing your team's success in achieving one of the top marketing honours of the year.**

Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationship.

- **Bettering the industry.**

By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

- **Bettering the future leaders of our industry.**

Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

Confidentiality & Publication Permission

The Effie Awards entry and judging process is designed to help all entrants present their work effectively while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, you can refer to Effie's policies on confidentiality in Section 3.2. Furthermore, the ability to index data and to set publishing permissions, etc. are all established to ensure that any company can enter their effective work without hesitation. Entrants are encouraged to reach out to the organisers (support.apaceffie@ifektiv.com) with any questions or concerns regarding our confidentiality policies.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the publication permission policy.

We respect that entries may have information deemed confidential by the client. Please indicate in the Authorisation Form and Entry Portal your choice of publishing permission for the written entry.

☐ **Publish as the case was submitted**

You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

☐ **Publish an edited version of the written case**

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information, however, you may not redact the entire results section.

Note: Entrants are required to support their Entry Application with the Online Entry Form, Authorisation Form, Creative Materials, and a Case Image.

2.3 submission of entry materials

I Online Entry Form

The Online Entry Form details your written case. You will be directed to an online form in the Entry Portal to complete the process. Carefully review and answer the detailed instructions under each question.

The written form has 3 key sections:

- **Entry Details and Executive Summary**
- **Full Written Case** – This is where you tell your story across the four pillars of the Effie framework. The diagram below shows you the topline information on each pillar, including the weighted scoring for each. Refer to Section 3.1 on “Judging Criteria”.

1.Challenge, Context & Objectives	2.Insight & Strategic Idea	3.Bringing the Idea to Life	4.Results
Diagnosis <i>Evaluate the business context & growth opportunities setting SMART objectives.</i>	Challenge to Solution <i>Challenge to Solution Translate diagnosis into a strategy built around strong consumer/customer insight & brand understanding.</i>	Strategy to Tactics <i>Translate strategy into impactful & relevant real-world activities (e.g. creative, media distribution, etc.)</i>	Show Impact <i>Demonstrate how strategy & tactics impacted the business and met the objectives.</i>

- **Investment Overview** – This is an outline of what you spend and where.

Refer to Section 3.1 on “Judging Criteria” for specific guidance on what the judges are looking for in your answer to each question, and do refer to the “Guide for Effective Entries” for tips on how to submit a winning case.

Formatting Requirements

Do NOT include any images of any creative work; screenshots of social media or websites; and/or any other pictorial elements in the written entry. You should feature examples of your creative work in the Creative Materials.

Charts/graphs are allowed to be included in the written Entry Form. You are permitted to upload 3 Charts/Graphs for each section, and 5 for the results section. You may NOT upload more than one chart/graph in each space provided.

Specifications for Charts/Graphs:

- Each image should be saved in .jpg or .png formats
- 700 pixels wide is recommended

Reminders:

- Make sure you use the correct Entry Form.
- Complete the Entry Form and keep to the word count for each section.
- Do not include any Agency names/logos.
- Do not include any links in your Entry Form. Directing judges to websites for further information or examples of their work is not allowed.
- Remember to reference and source all data.
- **Remember that entries are judged based on effectiveness within the entered category. Judges will downscore your submission if your written case does not meet the category definition requirements.**

2.3 submission of entry materials (cont'd)

II Authorisation Form

Upload the Authorisation Form in .pdf format. It must be signed by an agency representative and a client representative (these must be real signatures; electronic signatures are not accepted).

III Case Image

The Case Image will not be judged. It will be used for promotional purposes only (e.g. Awards Journal, online Winners Showcase, etc). Therefore, do select one image that best represents your case.

Specifications:

- Files should be in .jpg or .jpeg, CMYK format
- Minimum 3.5 inches at 300dpi
- File size: 1MB max.

IV Creative Materials

Your creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which also includes your written response to Question 3 and the data presented in the Investment Overview.

Content

- **The focus here is on the creative work, and HOW it brought the big idea to life in the marketplace.** The materials should complement your response to Questions 3. Examples submitted must directly relate to your Objectives and Results outlined in the written form.
- You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview). Only those integral to the case's success that are explained in your written case must be featured. You must showcase at least one complete example of each integral communications touchpoint. Additional examples are encouraged where helpful to judges in evaluating the creative work.
- It is fine to include some set-up and explanation if you feel it is absolutely necessary, but ensure that this explanation does not interfere with judge's ability to review enough examples of your creative work. This is common feedback from the judges. (See Judging Context in the following page.)
- The video should be no more than 3 minutes except for Sustained Success*

***Sustained Success Submissions:** In view of the 3+ years span for this category, you may submit up to 4-minutes of creative video. It must demonstrate the rationale for the continuation of the case over time and the sustained nature of the work. Feature work that ran in the initial year, an interim year, and the current year of the case. Clearly mark the work with the year it ran in the marketplace. **Entries that do not label the year will be disqualified.**

2.3 submission of entry materials (cont'd)

Judging Context:

- As judges are required to read the written case before viewing the creative materials, it is NOT necessary to repeat your story as told in the written case. Judges are often frustrated when the videos do not show enough examples of how the creative work ran in the marketplace. To help them have a thorough understanding of your case, it is recommended to devote 70% of your creative reel to showing examples of your creative work.
- Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the video, but not outlined in the written case are cause for down scoring.
- It can also be helpful to label each creative example by type of media (TV spot, radio spot, etc.) in situations where it may not be clear.
- As results are not permitted in the Creative Materials, judges may flag the case for disqualification if they come across creative reels with statements that reference or infer results. **Visually, you may not include any results including social metrics or scrolling numbers that SIMULATE GROWTH.**

Acceptable:

√ "The brand had one of the best years yet."

Not Acceptable:

X "Sales increased by 20%."

X "We beat our closest competitor and became #1 in our category."

X "We received over 10,000 Facebook likes."

To prevent disqualification, it is best not to include any reference to results in the Creative Materials so judges can remain focused on the merits of your case, rather than potential disqualifiers.

Editing Features:

- Do NOT edit down creative work in order to include more backstory on your case.
- You should showcase as much examples as you can to give judges a clear understanding of what your audience experienced. You may edit down the video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. Any video elements 60 seconds or shorter must be shown in full.

Talent / Licensing:

- Do NOT include any music/stock images that did not run in your original creative work to your video unless you secure the rights to include those supplemental materials.
- Do NOT include any stock music/images or edit effects that will cause confusion for judges with how your work ran in the marketplace e.g. music or voice added on top of TV spots.

Translation:

If you are including non-English work, you must include translations either as subtitles in your creative materials or upload a one-page PDF of the translations together with the submission of creative materials. (One page for written translation is recommended. If your translation requires more than a page, it is acceptable).

2.3 submission of entry materials (cont'd)

Creative Material

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"> At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)* – includes any type of work (print, radio, web, OOH, TV, etc. to ensure that the judges can see the breadth of the work you've described.) If time allows, additional examples of specific creative materials. Translation for non-English work <p>* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.</p> <p>Any video elements 60 seconds or shorter must be shown in full.</p>	<ul style="list-style-type: none"> Results of any kind – including numbers of social media likes, followers, views, etc. Competitive work or logos (Exception: Permitted only if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally.) Agency names, logos or images Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include. Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots. Any confidential information, as creative materials will become public for finalists and winners.

You may submit one of the following options:

Option A - Creative Showcase in PDF only

A maximum 12-slide PowerPoint file that showcase the integral communication touch points mentioned in the written case. Images presented may be accompanied with short notes or captions to better explain your work.

Specifications:

- **Maximum of 12 slides converted into .pdf format**
- **File size: 5MB max.**

Option B - Creative Video only

Specifications:

- **No more than 3 minutes in length (4 Minutes for Sustained Success category) in mp 4 format.**
- **File size: 200MB max.**

Option C - Creative Video + Still Images

You may supplement your Creative Video with images of your work best seen as a still image. These images should be compiled into a PowerPoint and uploaded as a single file in PDF format.

Specifications (Still Images):

- **Maximum of 2 slides converted into .pdf format**
- **File size: 2MB max.**

2.4 key reasons for disqualification

The following will result in disqualification and entry fees will be forfeited:

1 Failure to adhere to the Effie Eligibility Rules

The data and creative work presented must be isolated to the market(s) entered, and must have run during the Qualifying Period (QP) between 1 October 2021 to 31 December 2022. Refer to Section 1.3 – Eligibility & Rules for more information.

2 Results not referenced

All data, claims, facts, etc. presented anywhere in the Entry Form must reference a specific, verifiable source. Refer to Section 3.3 – Sourcing your Data in your Entry Form.

3 Agency Names/Logos

Effie is an agency-blind competition, do not cite agency names anywhere in the Entry Form, Investment Overview or Creative Materials. Refer to Section 1.3 – Eligibility & Rules for guidance.

4 Failure to follow formatting requirements for Entry Form

Entrants may NOT include any images of creative work, screenshots of social media or other websites, or any other pictorial elements in the written entry. Ensure that you fully comply with the rules as stated in Section 2.3 for formatting requirements.

5 Violating the rules for Creative Materials

This includes but is not limited to showing results and competitor logos/creative work. Ensure that all rules relating to Creative Materials as stated in Section 2.3 are followed.

6 Directing judges to external websites

No hyperlinks are to be included anywhere in the entry form or creative materials as entrants are not permitted to direct judges to websites for further information or further examples of their work. Entries are judged solely on the materials presented in the written entry form and creative materials. See Section 1.3 – Eligibility & Rules.

Note: Entry does not meet category definition requirements may be disqualified or downscored. Entries are judged based on effectiveness within the entered category.

Be sure to refer to the Guide for Effective Entries for tips on how to submit a winning case.

3 judging





3.1 judging criteria

The Jury is made up of some of the brightest and most experienced business leaders – CEOs, marketers, strategists, creative directors, media and research professionals. Entries are judged in two phases. The highest scoring cases from Round One will go to Round Two. In both rounds, all elements of an entry – written case and creative elements – are judged and scoring is done anonymously and confidentially.

Judges read your written case first and then immediately watch your video. Make sure your team reviews both together to ensure they work seamlessly together before submitting your entry.

Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness, and provide four separate scores analysing specific attributes of the work. The breakdown is as follows:

Scoring Criteria

	Strategic Challenge & Objectives	23.33%
	Idea	23.33%
	Bringing the Idea to Life	23.33%
	Results	30%
		100%

WRITTEN ENTRY FORM

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.33% of score)

In this section, judges evaluate whether they have the necessary context about your industry category, competitors and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA (23.33% of score)

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

3.1 judging criteria (cont'd)

SCORING SECTION 3: BRINGING THE IDEA TO LIFE (23.33% of score)

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Materials, and the Investment Overview are judged as part of this scoring section.

SCORING SECTION 4: RESULTS (30% of score)

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1.

Note: Jurors are specifically matched with cases that do not prove a conflict of interest. For example, a judge from the automotive sector would not review automotive cases. Therefore, it is critical that entrants provide market and category context in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category.

3.2 confidentiality

Judging

Judging events have strict protocols. Judges are required to sign confidentiality agreements before judging begins and cannot save or remove materials from the judging session. They are also individually matched with entries and categories that do not pose a conflict of interest.

Recusal Policy: Judges are not allowed to review and provide a score for entries received from their agency / company. They are required to recuse themselves from judging that particular entry. There may also be reasons other than the example provided above that might cause a judge to be recused.

Indexing Data

While judging is confidential and entrants may select publication permission for their written case. Effie Asia Pacific understands some entrants may still have concerns regarding sensitive data/information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. Unless the entrants have given permission to publish the entry as submitted, only judges will get to see the written case.

3.3 awards

Your entry will be judged by some of the brightest and most experienced business leaders from across the Asia Pacific region. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. Entries are judged in two phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially.

The judges' scores will determine the results – whether the entries progress to the next round or if they are awarded finalist or winner (gold, silver, bronze) at Round 2. At each level, a minimum score is required to be considered as a finalist or winner. It is possible that a category may produce up to three winners, or four winners in exceptional cases, or perhaps no winners at all no matter the number of finalists.

The results awarded by the Judging Committee are final.

Grand Effie Award

The Grand Effie is determined from among the top winning cases based on a consensus vote by the Grand Jury. It represents the best case entered in a given year. The Grand Effie may or may not be awarded.

Special Awards

Special Awards cannot be entered and are awarded based on summation of points obtained from the Grand Effie, Gold, Silver, Bronze Awards won and finalist entries at the APAC Effie Awards 2023 only.

Agency of the Year Award

An agency is considered a single agency office located in a specific city. Each office is recognised as a separate, individual agency – for example, Colenso BBDO and Ogilvy Sydney – and receives its own set of points in the Agencies ranking. The ranking includes both majority-owned holding company agencies as well as independent agencies.

Independent Agency of the Year Award

Agencies that are not majority-owned by a holding company are categorised as “Independent”.

Agency Network of the Year Award

Agency network affiliations have been provided by the entrant, supplied by the official worldwide Effie partner or identified through research of key industry resources.

Brand of the Year Award

The Brand refers to the product or service the campaign is promoting.

Marketer of the Year Award

Client network and company affiliations have been provided by the entrant, supplied by the official worldwide Effie partner or identified through research of key industry resources.

3.3 awards (cont'd)

Points System

Lead Agencies, Brands & Marketers receive:

Grand Effie - 48 points
 Gold - 24 points
 Silver - 12 points
 Bronze - 6 points
 Finalist - 2 points

Contributing Agencies receive:

Grand Effie - 24 points
 Gold - 12 points
 Silver - 6 points
 Bronze - 3 points
 Finalist - 1 point

If a gold winner becomes the Grand Effie, the higher point will be awarded. (i.e. It will only be awarded 48 points. The Gold points will not be counted.)

When multiple agency offices are credited on a single winner/finalist record, agency networks will receive only one set of points towards their respective network ranking.

Note: Winners of the Special Awards do not receive points for the Effie Index. All decisions on winning results made by the Jury and the Organiser are final.

3.4 trophies & certificates

All winning entries receive a trophy and a certificate. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/ clients would appear on the trophy.

Winners may purchase duplicate or personalised trophies as long as their name appears in the list of credits.

4 category definitions

4.1 industry categories

Automotive	<p>Aftermarket – Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, auto service, etc.</p> <p>Vehicles – Cars, trucks, motorcycles, both brand and model advertising.</p>
Beauty & Wellness	<p>Personal care items such as cosmetics, fragrances, shampoos, hairsprays, soaps, deodorants, hair colouring; personal care and wellness services such as salons, spas, weight loss programmes, etc.</p>
Beverages – Alcohol	<p>Beer, champagne, rum, vodka, wine, wine coolers, after- dinner drinks, etc.</p>
Beverages – Non-Alcohol	<p>Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.</p>
Consumer Electronics & Durables	<p>Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Bluray players), cameras, computer hardware, laptops, tablets, sound systems, etc.</p>
Delivery Services	<p>Deliveries for food & drink, grocery, flower/gift delivery, etc., couriers, package/freight shipping, overnight deliveries, package tracking, international services, etc.</p>
Finance	<p>Financial products and services including overall corporate/brand image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.</p>
Food	<p>Packaged food, snacks, desserts, confections</p>
Government / Institutional	<p>National, municipal or state economic development; public services (i.e. electricity conservation messages, health messages, anti-gambling, etc.); and recruitment/membership drives (i.e. for armed forces, educational institutions, etc.). Includes political messages and special interest /trade group communications</p>

4.1 industry categories (cont'd)

Healthcare	Pharmaceuticals, general healthcare & OTC products, supplements, dental and medical care services. Health education and disease awareness programmes for consumers.
Household / Home Products & Services	Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services. Home furnishings and appliances such as kitchen appliances, air conditioners, carpeting, furniture, etc.
Insurance	Specific products and services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible - home, auto, financial, life, travel, business, health, etc).
IT / Telco	Computer software, wireless/cellular providers, high-speed Internet access services, online services, portals, search engines and related Internet products & services (including Cloud based services), bundled communications (internet, telephone, and cable TV).
Media, Entertainment & Leisure	Media Companies: Broadcasters, magazines, newspapers, websites, consumer or trade media, radio and television stations. Entertainment/Sporting Events: Includes entertainment, sporting events and products. E.g. SEA Games, sports teams, Specific films, books, DVDs, games, entertainment apps, etc. Culture & The Arts: Plays, museums, music organizations, concert series, cultural festivals, theatre festivals.
Restaurants	Quick Service, casual dining, mid-scale and other restaurants.
Retail	General: stores and/or websites that provides a multiple range of non-related or generally related merchandise, which include: department stores, food retailers, and discount/bulk retailers, etc. Specialised: stores and/or websites that specialise in one particular line of products (i.e. clothing, fashion, jewellery, shoes, pet care, toys, greeting cards, etc.).
Travel / Tourism	Destinations, cruises, hotels, resorts, amusement parks, recreational, travel tours, transportation (such as trains, car rentals, taxi, buses), etc.
Other Products & Services	Product & services that cannot be defined in the other categories.

4.1 industry categories (cont'd)

New Product or Service – Introduction Any communications effort used to introduce a new product or service that is not a line extension. Brand new products in a new category are required to enter this category instead of their industry category.

**New Product or Service –
Line Extension**

Effie defines line extension as:

- Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit. (flavour, size, package, type, etc.)
- A derivative product that adds or modifies features without significantly changing the price.
- Products that bear the same brand name and offer the consumer varied options (e.g. diet version of drink)

Note: In both categories, the entry must be written to address how your product or service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address the category (Introduction or Line Extension) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

4.2 specialty categories

Asia Pacific Brands

This category is for brands with Asia Pacific roots that are born and bred in Asia Pacific.

Brands that are eligible for this category must originate from one of the following markets:

Afghanistan, Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kazakhstan, Kiribati, Korea, Kyrgyzstan, Laos, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Niue, Pakistan, Palau, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Tajikistan, Taiwan, Thailand, Timor-Leste, Tonga, Tuvalu, Turkmenistan, Uzbekistan, Vanuatu and Vietnam.

Brand Revitalisation

This is an award for rebirth campaigns. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

Note: Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the rebirth.

Branded Content

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honours branded content led ideas that are the heart of the communications program. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience and the results it achieved for the brand and business.

Branded Utility

This category honours marketers who are creating a product, or more likely a 'service', in response to the marketing or business challenge faced that is NOT being sold, but is part of the marketing programme itself; the intention being to reflect and reinforce the central beliefs of the brand by providing utility to consumers. Entrants must detail the product/service created in response to the challenge, explain its role and objectives, how it was communicated to the audience and the results it achieved.

Example: Free access to power at airports from a tech company, a training app for a sports brand, a new/ unique online or offline content or services that complements the brand, hosting a community that provides shared wisdom and relief to anxious parents from a 'mothers' brand.

Business-to-Business

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

4.2 specialty categories (cont'd)

Carpe Diem

I. Carpe Diem - Products

II. Carpe Diem - Services

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximise the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a single significant moment of activity.

Corporate Reputation

This category is for communications that promote corporations, not exclusively their products. Includes sponsorship, image & identity. In addition to presenting metrics related to the reputation, entrants are also encouraged to also address how these metrics relate to the business of the brand and why they are important.

Crisis Response / Critical Pivot

I. Crisis Response / Critical Pivot - Products

II. Crisis Response / Critical Pivot - Services

This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to the significant structural and cultural shifts (e.g. Covid 19, election, etc.) in the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

Data-Driven

Brand and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time. Entrant should explain how they utilised data (i.e., category data, retail channel data, shopper data) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives and impact the purchase decision.

Highlight any advanced analytic capabilities that contributed to the success of the program, such as market mix modelling, price elasticity, and ROI measurement and analysis.

4.2 specialty categories (cont'd)

David vs Goliath

This is an award for smaller, new, or emerging brands making inroads against big, established leaders and/or taking on “sleeping giants.” Brands moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader are eligible.

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. **You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.** Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

Engaged Community

This category is about managing effective engaged communities through the use of content creation, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messages in a way that directly relates to the brand’s goals.

Entrants will need to state clearly how they managed the community, how they defined the effectiveness around the community, and what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

Events

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current news & events (e.g. Olympics, Asian Games, economic situations, social issues, etc.)

Note: Annual events should enter into the Seasonal Marketing category.

Experiential Marketing

I. Experiential Marketing - Products

II. Experiential Marketing - Services

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life – either literally or virtually – and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants must address how the experiential marketing related back to the overall brand strategy. **Judges will expect to understand the ‘participation’ in the experience as a core factor.**

Note: As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

4.2 specialty categories (cont'd)

Influencer

This category honours brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media media/vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviours were impacted and how the business was impacted.

Marketing Disruptors

This award is for efforts that grew their business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand/category. Judges will deduct from your case if you do not clearly articulate how your marketing was disruptive for the brand/category.

Media Idea

This is about outstanding effectiveness as a result of Media-led ideas. The line between what constitutes a Creative idea and a Media idea is blurring. There are occasions when the Media idea drove the entire effort. Of course, Media cannot exist without the content, but this award is intended to recognise those cases that were led by the Media thinking – where the integration of Medium and Message led to success. The award honours Media-led ideas that are powerful enough to become the genesis of the communications program itself, to the extent that the program would not have been successful without the strategic Media idea.

Note: All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the Medium was used innovatively.

Media Innovation

Changing the rules to maximise impact. This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met.

Media Content Partnership

This category focuses on efforts based on partnerships between a brand and a media owner/ platform to create and activate original media content beyond traditional advertising. These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centred on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver

4.2 specialty categories (cont'd)

Seasonal Marketing

Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honour those efforts that effectively capitalized on a season, holiday or cultural event to drive results for their business.

Shopper & e-Commerce Marketing

This category is for campaigns that are specifically designed to engage a target group of shoppers either in the traditional retail or e-commerce space (or both). The entry should demonstrate how brands leverage insight gleaned from shopper behaviour in either of offline and/or online worlds to create integrated and engaging journeys and experiences that influence purchase.

Short Video Marketing

This category is for marketing cases that used short videos (no longer 2 minutes) as the main creative and communication tool, or used short videos as the core component. In other words, the video is the hero! This category recognizes cases in which high-quality short video content enabled brands to achieved the intended results.

Entries need to clearly show the central role played by the short video in the case and substantiate the results achieved. It's NOT enough just showing the "Likes", "Repost/Share" and "Views" or any other form of popularity measurements. Entries need to show the direct impact or co-relation of the short videos to the results of the case.

Sustained Success

- I Sustained Success - Products**
- II Sustained Success - Services**

Products or service communications efforts that have experienced sustained success for 3 or more years are eligible for entry. At a minimum, the case results must date back to 1 January 2020, and you must include the current year's results. Entries submitted for competition must have a common objective in both strategy and creative executions; with a continuation of core executional elements (Ex. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. To enter you must be able to provide data about the case in its first year, an interim year and the most current year. The current year's results must be included.

Note: There is a special Entry Form for the Sustained Success category.

4.2 specialty categories (cont'd)

Small Budget

- I **Small Budget - Products**
- II **Small Budget - Services**

Cases eligible for this category must represent the only communications efforts for this brand (brand defined as listed in the 'Brand' question of the Entry Form) during the qualifying time period that the effort ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavour, diet version, etc).

Cases working with a budget of the following values or less are eligible for entry. Value of donated and non-traditional media as well as activation costs must be included.

Markets	Value (USD)
Band 1: Mainland China & India (National Efforts)	\$1 million & below
Band 2: Australia, Japan & South Korea	\$750,000 & below
Band 3: Indonesia, Pakistan, Philippines, Thailand & Vietnam	\$500,000 & below
Band 4: Bangladesh, Hong Kong, Malaysia, New Zealand, Singapore, Taiwan Mainland China & India (Local/Regional Efforts)	\$250,000 & below
Band 5: Rest of Asia Pacific markets	\$100,000 & below

Social Media Marketing

This category is for campaigns that set out with the explicit purpose of using social as the primary communication channel or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the client's brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on consumer behaviour or perceptions and demonstrate correlation with the achieved business results.

Youth Marketing

This category will honour those efforts that successfully communicate to the youth market (aged 0-24). Your entry should be written in a way that identifies how the case was created and directed to this audience with directly or via relevant influencers (families, parents, etc.) and how it succeeded. For efforts targeting children, it can be helpful for judges to include any relevant information on the restrictions your team faced in marketing to children.

4.2 specialty categories (cont'd)

Positive Change: Environmental

- I Positive Change: Environmental - Brands**
- II Positive Change: Environmental - Non-Profit**

The Positive Change: Environmental Categories celebrate the most effective marketing programs that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Winners of this award will showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment. Efforts entered must have as one of their main strategic objectives changing audience behaviour of towards more environmentally sustainable choices and sustainability must be a part of the marketing messaging.

Criterion for this award is the result of behaviour change toward more environmentally sustainable choices, with these elements being considered in judging:

- Awareness – Making the audience aware of a sustainable product, service or action
- Trial – Trying the sustainable product or service for the first time
- Product / Service Substitution – Switching to a more sustainable product or service
- Change in Use – Using a product/service more sustainably than before

Positive Change: Social Good

The Positive Change: Social Good Categories celebrate communications programs proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society or our planet. Any effort that sets out to give back in some way for the greater good is eligible to enter.

Maybe it was for profit, maybe not. Maybe you got paid, maybe you did not. Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

I. Positive Change: Social Good - Brands - Products

Positive Change: Social Good - Brands - Services

Recognising brands that are making the world a better place by using the power of their communications platforms for “good”. This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc.) and successfully related that cause back to the company’s overall brand strategy, resulting in positive business and social impact.

II. Positive Change: Social Good - Non-Profit

Recognising non-profit organisations and associations whose communications efforts have effectively driven positive change for society and contributed back to the organisation’s purpose. Campaigns must show measurable impact and proven results in support of the cause.

4.3 multi-market categories

Multi-Market

I. Multi-Market Products

II. Multi-Market Services

For cases entered into Multi-Market categories, entrants must present at least two markets of data and may select up to three markets to feature in the case. **It is mandatory for the data presented to be organised by markets, with results also broken down by markets.** Aggregated results may not be included.

Note: There is a special Entry Form for this category.

5 submission checklist

Items	Details / Specifications
Online Entry Form	<ul style="list-style-type: none"> To be completed on the Entry Portal
Creative Materials Option A - Creative Showcase in PDF Option B - 3-min Creative Video Option C - 3-min Creative Video and Still Images	<ul style="list-style-type: none"> Maximum of 12 slides File should be converted into .pdf format File size: 5MB max. <ul style="list-style-type: none"> No more than 3 minutes in length (4 minutes for sustained success category) Video files should be in the format of mp4 File size: 200MB max. <p>(For Still Images)</p> <ul style="list-style-type: none"> Maximum of 2 slides File should be converted into .pdf format File size: 2MB max.
Authorisation Form	<ul style="list-style-type: none"> File should be in .pdf format File size: 1MB max.
Case Image	<ul style="list-style-type: none"> File should be in .jpg or jpeg, CMYK format Minimum 3.5 inches at 300dpi File size: 1MB max.
Payment: Credit Card via PayPal By Bank Transfer By Cheque (local payment in SGD only)	<p>-</p> <p>Name of Account: Ifektiv Pte Ltd Bank: OCBC Bank (Oversea-Chinese Banking Corporation Limited) Bank Address: 65 Chulia Street, OCBC Centre, Singapore 049513 Bank Code: 7339 A/C No.: 687-703702-001 Swift Code: OCBCSGSG Please email a copy of the Bank Transfer Advice to support.apaceffie@ifektiv.com, indicating the Invoice Number.</p> <p>Cheque to be made payable to: Ifektiv Pte Ltd and mailed to the following address: APAC Effie Awards c/o Ifektiv Pte Ltd 160 Robinson Road, #25-12 SBF Center, Singapore 068914</p>

6 contact information

For any questions regarding the entry submission, materials submission, categories, rules, etc., please contact the Effie Asia Pacific Team.

email: support.apaceffie@ifektiv.com
phone: +65 6245 0049
address: 160 Robinson Road, #25-12 SBF Center, Singapore 068914

**As you prepare your entry, you are encouraged to take advantage
of the additional entry materials & resources:
Guide to Effective Entries & Case Studies examples.**

Wishing you all the best in this year's Competition!